Arizona County Lodging Indicators: December 2005

	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	This	%	This	%	This	%	This	%	This	%
	month	change*	<u>month</u>	change*	month month	change*	<u>month</u>	change*	<u>month</u>	change*
County										
Apache County	33.9%	6.3	\$58.45	3.5	\$19.81	9.9	9,447	6.3	27,869	0.0
Cochise County	56.2%	3.9	\$55.01	7.6	\$30.90	11.8	43,030	3.9	76,601	0.0
Coconino County	41.5%	-3.5	\$59.95	6.4	\$24.86	2.6	132,357	-2.2	319,207	1.4
Gila County	52.8%	12.3	\$56.27	4.0	\$29.73	17.0	17,625	12.5	33,356	0.0
Graham County	56.6%	28.3	\$59.96	11.8	\$33.94	43.4	6,633	28.3	11,718	0.0
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	55.1%	0.7	\$97.30	7.8	\$53.65	8.7	892,419	0.9	1,618,696	0.1
Mohave County	51.9%	15.8	\$56.66	8.1	\$29.43	25.4	68,687	16.0	132,246	0.0
Navajo County	43.5%	5.1	\$50.50	0.7	\$21.97	5.8	42,670	5.0	98,084	0.0
Pima County	60.4%	6.3	\$80.56	9.8	\$48.65	16.8	284,868	9.9	471,696	3.3
Pinal County	59.2%	3.5	\$64.34	2.1	\$38.07	5.7	26,284	3.5	44,423	0.0
Santa Cruz County	58.9%	2.4	\$63.20	5.3	\$37.22	7.9	17,432	2.4	29,605	0.0
Yavapai County	53.6%	12.8	\$98.63	15.9	\$52.85	30.7	75,862	14.7	141,577	1.7
Yuma County	68.4%	8.9	\$69.94	13.0	\$47.84	23.1	56,124	18.4	82,057	8.7

	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
		%		%		%		%		%
	YTD	change*	YTD	change*	YTD	change*	YTD	change*	YTD	change*
County										
Apache County	52.6%	7.8	\$65.87	1.5	\$34.62	9.3	172,473	7.8	328,135	0.0
Cochise County	69.4%	7.3	\$55.55	6.2	\$38.53	13.8	625,534	5.5	901,915	-1.5
Coconino County	64.0%	3.4	\$70.84	5.2	\$45.34	8.7	2.4 mil.	3.9	3.77 mil.	0.5
Gila County	63.2%	9.0	\$59.49	3.5	\$37.57	12.7	248,028	8.9	392,740	0.0
Graham County	62.7%	11.8	\$58.88	8.2	\$36.91	21.0	86,495	11.8	137,970	0.0
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	67.0%	5.0	\$103.62	7.1	\$69.46	12.6	12.6 mil.	4.6	18.9 mil.	-0.5
Mohave County	62.2%	3.2	\$64.41	5.2	\$40.03	8.4	967,739	3.1	1.55 mil.	0.0
Navajo County	56.0%	8.9	\$58.89	3.5	\$32.96	12.7	646,386	8.9	1.15 mil.	0.0
Pima County	66.1%	4.9	\$87.83	11.5	\$58.02	16.9	3.67 mil.	9.4	5.55 mil.	4.3
Pinal County	65.4%	6.7	\$67.89	1.3	\$44.43	8.2	342,311	2.7	523,045	-3.8
Santa Cruz County	64.9%	5.0	\$63.26	4.9	\$41.04	10.1	226,131	4.9	348,575	0.0
Yavapai County	65.8%	2.7	\$101.99	10.4	\$67.13	13.3	1.08 mil.	4.2	1.65 mil.	1.5
Yuma County	72.2%	3.6	\$65.76	7.2	\$47.50	11.2	666,981	10.4	923,314	6.5

n/a= not available

Source: Smith Travel Research-The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

^{* %} change compared to last year